

This listing of claims will replace all prior versions, and listings, of claims in the application:

**The Status of the Claims**

· Claims 1-241 (Canceled)

242. (Currently Amended) A system in a computer networked environment for generating monitoring information about a display of content, comprising:

Il a content provider site that stores a content file, wherein the content file has embedded therein at least one computer executable monitoring instruction to cause generation of monitoring information about the display of content associated with the content file;

a content display site to receive the content file from the content provider site, and to display the content associated with the content file, and to execute the monitoring instruction, wherein the content display site executes the at least one embedded monitoring instruction when the content file is accessed, thereby causing monitoring information about the display of the content to be generated; and

a remote site different from the content provider site and adapted to receive the generated monitoring information.

243. (Currently Amended) The system of claim 242, wherein the at least one embedded computer executable monitoring instruction comprises at least one computer executable monitoring instruction ~~instructions~~ that are is located in the content file and that ~~cause~~ causes generation of the monitoring information about the display of the content.

12 244. (Currently Amended) The system of claim 242, wherein the at least one embedded computer executable monitoring instruction comprises a link to at least one computer executable monitoring instruction ~~instructions~~ that ~~reside~~ resides external to the content file and that ~~cause~~ causes generation of the monitoring information about the display of the content.

245. (Previously Presented) The system of claim 242, wherein the generated monitoring information indicates that the content was displayed.

246. (Cancelled)

247. (Previously Presented) The system of claim 242, wherein the generated monitoring information about the display of the content is stored on the remote site.

248. (Previously Presented) The system of claim 247,  
wherein the remote site performs analysis on the generated monitoring  
information about the display of the content.

249. (Previously Presented) The system of claim 242,  
wherein the content file is provided by a content provider with an assigned  
account number, and wherein the generated monitoring information about the  
display of the content contains the account number of the content provider.

250. (Previously Presented) The system of claim 242,  
wherein the generated monitoring information about the display of the content  
includes a time stamp.

251. (Previously Presented) The system of claim 242,  
wherein the generated monitoring information about the display of the content  
includes identifying information about the content display site.

252. (Previously Presented) The system of claim 242,  
wherein the generated monitoring information about the display of the content  
includes demographic information.

253. (Currently Amended) A system in a computer networked environment for detecting each time content is displayed at a content display site, comprising:

a content provider site that stores a content file, wherein the content file has embedded therein at least one computer executable monitoring instruction to cause detection of display of content associated with the content file;

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a content display site to receive the content file from the content provider site, and to display the content associated with the content file, and to execute the monitoring instruction, wherein when the content display site reads the content file, the at least one embedded computer executable monitoring instruction is executed at the content display site, thereby causing display of the content to be detected and causing generation of a data signal encoded with data indicating that the content was displayed; and

a remote site different from the content provider site and adapted to receive the generated data signal.

254. (Currently Amended) The system of claim 253, wherein the at least one embedded computer executable monitoring instruction comprises at least one computer executable monitoring instruction instructions that are is

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located in the content file and that ~~deteet~~ detects the display of the content and  
generate generates the data signal.

255. (Currently Amended) The system of claim 253, wherein the at  
least one embedded computer executable monitoring instruction comprises a  
link to at least one computer executable monitoring instruction instructions  
that reside resides external to the content file and that ~~cause~~ causes detection  
of the display of the content and generation of the data signal.

12 256. (Cancelled)

257. (Previously Presented) The system of claim 253,  
wherein the remote site extracts the encoded data from the data signal and  
stores the data.

258. (Previously Presented) The system of claim 257,  
wherein the remote site performs analysis on the stored data.

259. (Previously Presented) The system of claim 253,  
wherein the content file is provided by a content provider with an assigned

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account number, and wherein the encoded data of the data signal includes the account number of the content provider.

260. (Previously Presented) The system of claim 253, wherein the encoded data of the data signal includes a time stamp.

261. (Previously Presented) The system of claim 253, wherein the encoded data of the data signal includes identifying information about the content display site.

12 262. (Previously Presented) The system of claim 253, wherein the encoded data of the data signal includes demographic information.

263. (Currently Amended) A system in a computer networked environment for detecting each time content is displayed at a content display site, comprising:


a computer readable medium having a content file originally provided by a content provider stored thereon, wherein the content file has embedded therein at least one computer executable monitoring instruction to cause detection of display of content associated with the content file;

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a content display site to display the content associated with the content file and to execute the computer executable monitoring instruction, wherein the content display site executes the at least one embedded computer executable monitoring instruction when the content file is accessed, thereby causing the display of the content to be detected and causing generation of a data signal encoded with data indicating that the content was displayed; and

a remote site which did not provide the content file and adapted to receive the generated data signal.



264. (Previously Presented) The system of claim 263, wherein the computer readable medium is resident on a content provider site.

265. (Cancelled)

266. (Previously Presented) The system of claim 263, wherein the computer readable medium is resident on the content display site.


267. (Currently Amended) The system of claim 263, wherein the at least one embedded computer executable monitoring instruction comprises at least one computer executable monitoring instruction ~~instructions~~ that are is

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located in the content file and that ~~deteet~~ detects the display of the content and  
~~generate~~ generates the data signal.

268. (Currently Amended) The system of claim 263, wherein the at  
least one embedded computer executable monitoring instruction comprises a  
link to at least one computer executable monitoring instruction instructions  
that ~~reside~~ resides external to the content file and that ~~cause~~ causes detection  
of the display of the content and generation of the data signal.



269. (Previously Presented) The system of claim 263,  
wherein the remote site extracts the encoded data from the data signal and  
stores the data.

270. (Previously Presented) The system of claim 269,  
wherein the remote site performs analysis on the stored data.

271. (Previously Presented) The system of claim 263,  
wherein the content file is provided by a content provider with an assigned  
account number, and wherein the encoded data of the data signal includes the  
account number of the content provider.



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272. (Previously Presented) The system of claim 263,  
wherein the encoded data of the data signal includes a time stamp.

273. (Previously Presented) The system of claim 263,  
wherein the encoded data of the data signal includes identifying information  
about the content display site.

274. (Previously Presented) The system of claim 263,  
wherein the encoded data of the data signal includes demographic information.

275. (Currently Amended) A method for detecting each time  
content is displayed at a content display site, comprising:

~~receiving at a content display site a content file from a content~~  
~~provider site at a content display site, the content file having that has~~  
embedded therein at least one computer executable monitoring instruction that  
causes display of content associated with the content file to be detected; and

accessing the content file at the content display site to cause  
display of the content and execution of the at least one embedded computer  
executable monitoring instruction to cause the generation of a data signal  
encoded with data indicating that the content was displayed; and

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transmitting the data signal to a remote site different from the content provider site.

276. (Cancelled)

277. (Cancelled)

278. (Currently Amended) The method of claim 275, wherein the at least one embedded computer executable monitoring instruction comprises at least one computer executable monitoring instruction instructions that are is located in the content file to detect the display of the content and to generate the data signal.

279. (Currently Amended) The method of claim 275, wherein the at least one embedded computer executable monitoring instruction comprises a link to at least one computer executable monitoring instruction instructions that reside resides external to the content file to cause detection of the display of the content and generation of the data signal.

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280. (Previously Presented) The method of claim 275,  
wherein the content file is provided by a content provider with an assigned  
account number, and wherein the encoded data of the data signal includes the  
account number of the content provider.

281. (Previously Presented) The method of claim 275,  
wherein the encoded data of the data signal includes a time stamp.

282. (Previously Presented) The method of claim 275,  
wherein the encoded data of the data signal includes identifying information  
about the content display site.

283. (Previously Presented) The method of claim 275,  
wherein the encoded data of the data signal includes demographic information.

284. (Currently Amended) The method of claim 275, further  
comprising:

~~transmitting the data signal to a remote site;~~

extracting the encoded data from the data signal; and

storing the extracted data at the remote site.

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285. (Cancelled)

286. (Previously Presented) The method of claim 284, further comprising analyzing the stored data.

287. (Currently Amended) A computer readable medium ~~containing content for display~~ comprising a ~~content~~ file containing content for display and having embedded therein at least one computer executable monitoring instruction that, when executed, causes display of the content associated with the ~~content~~ file to be detected, and at least one computer executable instruction that, when executed, causes data indicating the content was displayed to be transmitted to a remote site which did not supply the content file.

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288. (Previously Presented) The computer readable medium of claim 287, wherein the computer readable medium is resident on a content provider site.

289. (Previously Presented) The computer readable medium of claim 287, wherein the computer readable medium is resident on a content display site.

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290. (Currently Amended) The computer readable medium of claim 287, wherein the at least one embedded computer executable monitoring instruction comprises at least one computer executable monitoring instruction ~~instructions~~ that are is located in the ~~content~~ file to detect the display of the content associated with the ~~content~~ file ~~and to generate a data signal~~.

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291. (Currently Amended) The computer readable medium of claim 287, wherein the at least one embedded computer executable monitoring instruction comprises a link to at least one computer executable monitoring instruction ~~instructions~~ that reside ~~resides~~ external to the ~~content~~ file to cause detection of the display of the content associated with the ~~content~~ file ~~and~~ ~~generation of a data signal~~.

292-312 (Cancelled).

313. (New) An article of manufacture comprising a tangible medium storing executable machine readable instructions comprising:

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a computer executable display instruction which, when executed, causes an image originally provided by a content provider to be displayed on a display device;

a computer executable monitoring instruction associated with the display instruction such that the monitoring instruction is executed to monitor

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the display when the image is displayed and such that the monitoring instruction is not executed when the image is not displayed; and

a computer executable transmit instruction which, when executed, causes data indicating the image was displayed to be transmitted to a remote site which did not supply the image.

314. (New) An article of manufacture comprising a tangible medium storing executable machine readable instructions comprising:

a computer executable display instruction which, when executed, causes an image originally provided by a content provider to be displayed on a display device;

a computer executable monitoring instruction which, when executed, gathers monitoring information concerning display of the image; and

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a computer executable transmit instruction which, when executed, causes the monitoring information to be transmitted to a remote site which did not supply the image, wherein the monitoring instruction and the display instruction are embedded in an HTML file such that the monitoring instruction is only executed when the HTML file is executed to display the image.

315. (New) An article of manufacture comprising a tangible medium storing executable machine readable instructions comprising:

a computer executable display instruction which, when executed, causes an image originally provided by a content provider to be displayed on a display device;

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a computer executable monitoring instruction which, when executed, gathers monitoring information concerning display of the image; and

a computer executable transmit instruction which, when executed, causes the monitoring information to be transmitted to a remote site which did not supply the image, wherein the display instruction is embedded in an HTML file and the monitoring instruction is referenced by the HTML file such that the monitoring instruction is only executed when the HTML file is executed to display the image.

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316. (New) The method of claim 275, further comprising storing the content file at the content display site, wherein accessing the content file at the content display site comprises accessing the stored content file.

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